

1 What is claimed is:

2 1. A method for providing electronic commerce using an electronic book,
3 comprising:

4 displaying an electronic book;
5 presenting associated with the electronic book an identification of a product or
6 service;

7 receiving a user's selection of the product or service and a request to purchase the
8 selected product or service; and

9 performing a transaction to execute the purchase request.

10 2. The method of claim 1 wherein the displaying step includes displaying the
11 electronic book on a viewer.

12 3. The method of claim 1, further including:

13 receiving a request from the user for information concerning a particular product
14 or service; and

15 displaying information concerning the particular product or service in response
16 to the request.

17 4. The method of claim 1 wherein the performing step includes electronically
18 obtaining payment for the product or service.

19 5. The method of claim 4 wherein the performing step includes using a digital
20 coupon as at least part of the payment required for the execution of the purchase request.

21 6. The method of claim 1 wherein the performing step includes establishing an
22 electronic communication with a web site for executing the purchase request.

1 7. The method of claim 6 wherein the establishing step includes launching a browser
2 program to establish the electronic communication.

3 8. The method of claim 1 wherein:
4 the presenting step includes displaying an icon identifying the product or service;
5 and
6 the receiving step includes receiving selection of the icon by the user.

7 9. The method of claim 1 wherein the presenting step includes displaying
8 information relating to the product or service.

9 10. The method of claim 9 wherein the presenting step includes displaying an
10 advertisement relating to the product or service.

11 11. The method of claim 9 wherein the presenting step includes selecting and
12 displaying an advertisement based upon information related to the user.

13 12. The method of claim 9 wherein the presenting step includes selecting and
14 displaying an advertisement based upon particular criteria.

15 13. The method of claim 9 wherein the presenting step includes displaying
16 multimedia information relating to the product or service.

17 14. The method of claim 1 wherein:
18 the presenting step includes displaying an identification of a digital product; and
19 the performing step includes downloading the digital product into a memory
20 associated with the viewer.

1 15. The method of claim 1, further including recording statistical information relating
2 to the purchase request.

3 16. The method of claim 15 wherein the recording step includes recording statistical
4 information concerning purchases of the product or service.

5 17. The method of claim 15 wherein the recording step includes recording statistical
6 information concerning purchases of products or services by the user.

7 18. The method of claim 15, further including presenting an identification of other
8 products or services based upon the statistical information.

9 19. The method of claim 1, further including:
10 receiving from the user a request for display of information concerning a
11 particular product or service;
12 displaying information relating to the particular product or service in response to
13 the request; and
14 displaying information relating to products or services associated with the
15 particular product or service.

16 20. The method of claim 1 wherein the performing step includes:
17 receiving from the user an offered price for the product or service;
18 determining whether to accept the offered price; and
19 selectively transmitting an indication of an acceptance of the offered price based
20 upon the determining.

21 21. The method of claim 20 wherein the determining step includes determining
22 whether to accept the offered price based upon at least one of the following criteria: an
23 amount of the offered price, any available rebates relating to the selected product or

1 service, any available discounts relating to the selected product or service, or a range of
2 acceptable prices for the selected product or service.

3 22. The method of claim 1 wherein the performing step includes encrypting the
4 transaction for secure execution of the purchase request.

5 23. The method of claim 22 wherein the encrypting step includes using a digital
6 signature for the secure execution of the purchase request.

7 24. The method of claim 1 wherein:
8 the displaying step includes displaying a hypertext link identifying the product or
9 service; and
10 the receiving step includes receiving selection of the hypertext link.

11 25. The method of claim 1 wherein the performing step includes:
12 presenting an electronic order form on the viewer; and
13 receiving a completed version of the electronic order form for the execution of the
14 purchase request.

15 26. The method of claim 1 wherein the performing step includes:
16 generating and presenting on the viewer a completed electronic order form based
17 upon stored information identifying the user and payment information; and
18 receiving a submission of the completed order form.

19 27. The method of claim 1, further including providing a sample of the product using
20 the viewer.

1 28. The method of claim 27 wherein the providing step includes presenting a video
2 clip, an audio clip, a portion of an electronic book, an image, a slide show, or an
3 animation.

4 29. The method of claim 1 wherein the displaying step includes displaying an
5 electronic catalog that includes an identification of the product or service.

6 30. The method of claim 1 wherein the displaying step includes:
7 displaying an electronic catalog as the electronic book; and
8 displaying an interactive electronic catalog within the electronic book.

9 31. The method of claim 29 wherein the displaying step includes displaying the
10 electronic catalog as an inset image within the displayed electronic book.

11 32. The method of claim 29 wherein the displaying step includes displaying the
12 electronic catalog as an overlaid image within the displayed electronic book.

13 33. The method of claim 1, further including generating and presenting a customized
14 electronic catalog, including the identification of the product or service and an
15 identification of other products or services, based upon information related to the user.

16 34. A method for electronically displaying a page of an electronic book and for
17 permitting a user to perform an electronic commerce transaction using the displayed
18 electronic book, comprising:

19 displaying a screen;
20 displaying within the screen a page of an electronic book, the page including an
21 identification of a product or service;
22 permitting a user to select the identification of the product or service; and

1 displaying an electronic order form within the screen for permitting the user to
2 request purchase of the selected product or service.

3 35. The method of claim 34 wherein the displaying step includes displaying the
4 screen on a viewer.

5 36. The method of claim 34, further including displaying a product information
6 section within the screen for displaying information relating to the product or service.

7 37. The method of claim 34, further including displaying an advertisement section
8 within the screen for displaying an advertisement relating to the product or service.

9 38. The method of claim 34, further including displaying a digital coupon section
10 within the screen for displaying a digital coupon for use in purchasing the product or
11 service.

12 39. The method of claim 34, further including displaying an associated products or
13 services section within the screen for displaying information relating to products or
14 services associated with the selected product or service.

15 40. The method of claim 34, further including displaying a sample section within the
16 screen for presenting a sample of the product.

17 41. The method of claim 34, further including displaying an electronic catalog section
18 within the screen for displaying an electronic catalog including an identification of the
19 product or service and an identification of other products or services.

20 42. An apparatus for providing electronic commerce using an electronic book,
21 comprising:

1 a display module for displaying an electronic book;
2 a presentation module for presenting associated with the electronic book an
3 identification of a product or service;
4 a receive module for receiving a user's selection of the product or service and a
5 request to purchase the selected product or service; and
6 an execution module for performing a transaction to execute the purchase request.

7 43. The apparatus of claim 42 wherein the display module includes a module for
8 displaying the electronic book on a viewer.

9 44. The apparatus of claim 42, further including:
10 a module for receiving a request from the user for information concerning a
11 particular product or service; and
12 a module for displaying information concerning the particular product or service
13 in response to the request.

14 45. The apparatus of claim 42 wherein the execution module includes a module for
15 electronically obtaining payment for the product or service.

16 46. The apparatus of claim 45 wherein the execution module includes a module for
17 using a digital coupon as at least part of the payment required for the execution of the
18 purchase request.

19 47. The apparatus of claim 42 wherein the execution module includes a module for
20 establishing an electronic communication with a web site for executing the purchase
21 request.

22 48. The apparatus of claim 47 wherein the execution module includes a module for
23 launching a browser program to establish the electronic communication.

1 49. The apparatus of claim 42 wherein:
2 the presentation module includes a module for displaying an icon identifying the
3 product or service; and
4 the receive module includes a module for receiving selection of the icon by the
5 user.

6 50. The apparatus of claim 42 wherein the presentation module includes a module for
7 displaying information relating to the product or service.

8 51. The apparatus of claim 50 wherein the presentation module includes a module for
9 displaying an advertisement relating to the product or service.

10 52. The apparatus of claim 50 wherein the presentation module includes a module for
11 selecting and displaying an advertisement based upon information related to the user.

12 53. The apparatus of claim 50 wherein the presentation module includes a module for
13 selecting and displaying an advertisement based upon particular criteria.

14 54. The apparatus of claim 50 wherein the presentation module includes a module for
15 displaying multimedia information relating to the product or service.

16 55. The apparatus of claim 42 wherein:
17 the presentation module includes a module for displaying an identification of a
18 digital product; and
19 the execution module includes a module for downloading the digital product into
20 a memory associated with the viewer.

21 56. The apparatus of claim 42, further including a recording module for recording
22 statistical information relating to the purchase request.

1 57. The apparatus of claim 56 wherein the recording module includes a module for
2 recording statistical information concerning purchases of the product or service.

3 58. The apparatus of claim 56 wherein the recording module includes a module for
4 recording statistical information concerning purchases of products or services by the user.

5 59. The apparatus of claim 56, further including a module for presenting an
6 identification of other products or services based upon the statistical information.

7 60. The apparatus of claim 42, further including:
8 a module for receiving from the user a request for display of information
9 concerning a particular product or service;
10 a module for displaying information relating to the particular product or service
11 in response to the request; and
12 a module for displaying information relating to products or services associated
13 with the particular product or service.

14 61. The apparatus of claim 42 wherein the execution module includes:
15 a module for receiving from the user an offered price for the product or service;
16 a determination module for determining whether to accept the offered price; and
17 a transmission module for selectively transmitting an indication of an acceptance
18 of the offered price based upon the determining.

19 62. The apparatus of claim 61 wherein the determination module includes a module
20 for determining whether to accept the offered price based upon at least one of the
21 following criteria: an amount of the offered price, any available rebates relating to the
22 selected product or service, any available discounts relating to the selected product or
23 service, or a range of acceptable prices for the selected product or service.

1 63. The apparatus of claim 42 wherein the execution module includes an encryption
2 module for encrypting the transaction for secure execution of the purchase request.

3 64. The apparatus of claim 63 wherein the encryption module includes a module for
4 using a digital signature for the secure execution of the purchase request.

5 65. The apparatus of claim 42 wherein:
6 the display module includes a module for displaying a hypertext link identifying
7 the product or service; and
8 the receive module includes a module for receiving selection of the hypertext link.

9 66. The apparatus of claim 42 wherein the execution module includes:
10 a module for presenting an electronic order form on the viewer; and
11 a module for receiving a completed version of the electronic order form for the
12 execution of the purchase request.

13 67. The apparatus of claim 42 wherein the execution module includes:
14 a module for generating and presenting on the viewer a completed electronic order
15 form based upon stored information identifying the user and payment information; and
16 a module for receiving a submission of the completed order form.

17 68. The apparatus of claim 42, further including a sample module for presenting a
18 sample of the product using the viewer.

19 69. The apparatus of claim 68 wherein the sample module includes a module for
20 presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide
21 show, or an animation.

1 70. The apparatus of claim 42 wherein the display module includes a module for
2 displaying an electronic catalog that includes an identification of the product or service.

3 71. The apparatus of claim 42 wherein the display module includes:
4 a module for displaying an electronic catalog as the electronic book; and
5 a module for displaying an interactive electronic catalog within the electronic
6 book.

7 72. The apparatus of claim 70 wherein the display module includes a module for
8 displaying the electronic catalog as an inset image within the displayed electronic book.

9 73. The apparatus of claim 70 wherein the display module includes a module for
10 displaying the electronic catalog as an overlaid image within the displayed electronic
11 book.

12 74. The apparatus of claim 42, further including a module for generating and
13 presenting a customized electronic catalog, including the identification of the product or
14 service and an identification of other products or services, based upon information related
15 to the user.

16 75. An apparatus for electronically displaying a page of an electronic book and for
17 permitting a user to perform an electronic commerce transaction using the displayed
18 electronic book, comprising:

19 a display module for displaying a screen;

20 a page module for displaying within the screen a page of an electronic book, the
21 page including an identification of a product or service;

22 an identification module for permitting a user to select the identification of the
23 product or service; and

1 a purchase module for displaying an electronic order form within the screen for
2 permitting the user to request purchase of the selected product or service.

3 76. The apparatus of claim 75 wherein the display module includes a module for
4 displaying the screen on a viewer.

5 77. The apparatus of claim 75, further including a module for displaying a product
6 information section within the screen for displaying information relating to the product
7 or service.

8 78. The apparatus of claim 75, further including a module for displaying an
9 advertisement section within the screen for displaying an advertisement relating to the
10 product or service.

11 79. The apparatus of claim 75, further including a module for displaying a digital
12 coupon section within the screen for displaying a digital coupon for use in purchasing the
13 product or service.

14 80. The apparatus of claim 75, further including a module for displaying an associated
15 products or services section within the screen for displaying information relating to
16 products or services associated with the selected product or service.

17 81. The apparatus of claim 75, further including a module for displaying a sample
18 section within the screen for presenting a sample of the product.

19 82. The apparatus of claim 75, further including a module for displaying an electronic
20 catalog section within the screen for displaying an electronic catalog including an
21 identification of the product or service and an identification of other products or services.

1 83. A screen for use in electronically displaying a page of an electronic book and for
2 permitting a user to perform an electronic commerce transaction using the displayed
3 electronic book, comprising:

4 a screen for display;

5 a page section within the screen for displaying a page of an electronic book, the
6 page including an identification of a product or service and permitting a user to select the
7 identification of the product or service;

8 an information section within the screen for permitting the user to view
9 information concerning the selected product or service; and

10 a purchase section within the screen for selection by the user in order to view and
11 submit an electronic order form for requesting purchase of the selected product or service.

12 84. The screen of claim 83, further including an advertisement section within the
13 screen for displaying an advertisement relating to the product or service.

14 85. The screen of claim 83, further including a digital coupon section within the
15 screen for displaying a digital coupon for use in purchasing the product or service.

16 86. The screen of claim 83, further including an associated products or services
17 section within the screen for displaying information relating to products or services
18 associated with the selected product or service.

19 87. The screen of claim 83, further including a sample section within the screen for
20 presenting a sample of the selected product.

21 88. The screen of claim 83, further including an electronic catalog section within the
22 screen for displaying an electronic catalog including an identification of the product or
23 service and an identification of other products or services.